IN THE CLAIMS:

1.   (Original) In a reward scheme in which users accumulate points in respective user accounts, which points are redeemable for rewards, a method comprising:

a)   receiving a voucher carrying a voucher code;

b)   inputting the voucher code to a mobile terminal; and

c)   transmitting the voucher code from the mobile terminal over a wireless network to a predetermined network address.

2.   (Original) A method according to claim 1, wherein step (c) includes transmitting an address of the mobile terminal on the wireless network to the predetermined network address.

3.   (Original) A method according to claim 1, wherein the address of the mobile terminal is automatically transmitted with the voucher code.

4.   (Original) A method according to claim 1, further including the step of:

d)   receiving a message at the mobile terminal stating a value of the voucher.

5.   (Original) A method according to claim 4, wherein step (d) includes the step of receiving a message stating the number of points in the respective user's account after addition of the value of the voucher.

6.   (Original) A method according to claim 1, further including the step of:

e)   receiving a message at the mobile terminal stating the number of points in the respective user's account after addition of a value of the voucher.

7.   (Original) A method according to claim 1, further including the step of:

e)   receiving a message at the mobile terminal, the message including a question;

f)   inputting an answer to the question at the mobile terminal; and

g)   transmitting the answer to the predetermined network address or to another predetermined network address.

8.   (Original) A method according to claim 7, further including the step of:

h)   receiving a message at the mobile terminal indicating a number of points added to the respective user's account in response to step (g).

9.   (Original) A method according to claim 7, further including the step of:

h)   receiving a message at the mobile terminal stating that the answer transmitted at step (g) was incorrect.

10.   (Original) A method according to claim 1, further including the step of:

i)   receiving a message at the mobile terminal, the message including a password;

j)   submitting said password, together with personal data; and

k)   receiving a reward.

11.   (Original) A method according to claim 10, wherein in step (j) said password and personal data are submitted electronically over a network.

12.   (Original) A method according to claim 11, wherein step (j) includes the steps of logging into a server over the network using said password, receiving from the server a request for said personal data, and submitting said personal data to the server in response to said request.

13.   (Original) A method according to claim 10, wherein step (k) includes receiving the reward at a location determined by the personal data submitted at step (j).

14.   (Original) In a reward scheme in which users accumulate points in respective user accounts, which points are redeemable for rewards, a method comprising:

a)   receiving a voucher carrying a voucher code;

b)   inputting the voucher code to a mobile terminal; and

c)   transmitting the voucher code from the mobile terminal over a wireless network to a predetermined network address, together with an address of the mobile terminal.

15.   (Original) In a reward scheme in which users accumulate points in respective user accounts, which points are redeemable for rewards, a method comprising:

a)   receiving a voucher carrying a voucher code;

b)   inputting the voucher code to a mobile terminal;

c)   transmitting the voucher code from the mobile terminal over a wireless network to a predetermined network address; and

d)   receiving a message at the mobile terminal stating a value of the voucher.

16.   (Original) In a reward scheme in which users accumulate points in respective user accounts, which points are redeemable for rewards, a method comprising:

a)   receiving a voucher carrying a voucher code;

b)   inputting the voucher code to a mobile terminal;

c)   transmitting the voucher code from the mobile terminal over a wireless network to a predetermined network address;

d)   receiving a message at the mobile terminal, the message including a question;

e)   inputting an answer to the question at the mobile terminal; and

f)   transmitting the answer to the predetermined network address or to another predetermined network address.

17.   (Original) In a reward scheme in which users accumulate points in respective user accounts, which points are redeemable for rewards, a method comprising:

a)   receiving a voucher carrying a voucher code;

b)   inputting the voucher code to a mobile terminal;

c)   transmitting the voucher code from the mobile terminal over a wireless network to a predetermined network address;

d)   receiving a message at the mobile terminal, the message including a password;

e)   submitting said password, together with personal data; and

f)   receiving a reward.

18.   (Withdrawn) A method of registering user details on a user database, comprising:

a)   sending a message from a mobile terminal to a predetermined network address, the message including a unique identifier associated with the mobile terminal and/or the user of the mobile terminal, such that the unique identifier is entered on the user database; and

b)   subsequently submitting the user details to the user database together with the unique identifier or a code related thereto.

19.   (Withdrawn) A method according to claim 18, wherein step (a) is performed over a first, wireless network and step (b) is performed over a second network different from the first network.

20.   (Withdrawn) A method according to claim 18, wherein the message includes a code entered by a user.

21.   (Withdrawn) In a competition scheme in which users enter a competition and at least one winner is selected from the entered users, a method comprising:
a)   receiving a competition entry code;
b)   inputting the competition entry code to a mobile terminal; and
c)   transmitting the competition entry code from the mobile terminal over a wireless network to a predetermined network address.

22.   (Withdrawn) A method according to claim 21, wherein step (c) includes transmitting an address of the mobile terminal on the wireless network to the predetermined network address.

23.   (Withdrawn) A method according to claim 21, wherein the address of the mobile terminal is automatically transmitted with the competition code.

24.   (Withdrawn) A method according to claim 21, further including the step of receiving a message at the mobile terminal confirming entry to the competition.

25.   (Withdrawn) A method according to claim 21, further including:
d)   receiving a message at the mobile terminal, the message including a password;
e)   submitting the password together with personal data; and
f)   receiving a prize.

26.   (Withdrawn) In a competition scheme in which users enter a competition and at least one winner is selected from the entered users, a method comprising:
a)   receiving a competition code;
b)   inputting the competition code to a mobile terminal; and
c)   transmitting the competition code from the mobile terminal over a wireless network to a predetermined network address, together with an address of the mobile terminal.

27.   (Withdrawn) In a competition scheme in which users enter a competition and at least one winner is selected from the entered users, a method comprising:

a)   receiving a competition code;

b)   inputting the competition code to a mobile terminal;

c)   transmitting the competition code from the mobile terminal over a wireless network to a predetermined network address;

d)   receiving a message at the mobile terminal, the message including a password;

e)   submitting said password, together with personal data; and

f)   receiving a prize.

28.   (Original) In a reward scheme in which users accumulate points in respective user accounts stored on a database, which points are redeemable for rewards, a method comprising:

a)   receiving from a mobile terminal a message containing a voucher code and an identifying code; and

b)   adding a points value derived from the voucher code to one of the user accounts selected according to the identifying code.

29.   (Original) A method according to claim 28, wherein the identifying code is a mobile network address transmitted by said mobile terminal.

30.   (Original) A method according to claim 29, wherein the identifying code is transmitted automatically by said mobile terminal.

31.   (Original) A method according to claim 28, wherein step (b) includes accessing a database of voucher codes, determining from said database whether the received voucher code is valid, and adding said points value only if the received voucher code is valid.

32.   (Original) A method according to claim 28, including the further steps of:

c)   determining whether the points value of the user account meets a predetermined criterion; and, if the predetermined criterion is met:

d)   sending a substantially unique password to the mobile terminal.

33.   (Original) A method according to claim 32, wherein step (d) includes storing said substantially unique password against a respective customer record in said database.

34. (Original) A method according to claim 28, including the further steps of:

c) determining whether the points value of the user account meets a predetermined criterion; and, if the predetermined criterion is met:

d) sending a message to the mobile terminal, the message containing a question.

35. (Original) A method according to claim 34, including the further steps of:

e) receiving from the mobile terminal a message containing an answer to the question; and, in response to said answer:

f) adding a further points value to the respective user's account.

36. (Original) A method according to claim35, wherein step (f) includes the steps of determining whether the received answer meets a predetermined criterion, and if so, adding the further points value to the respective user's account.

37. (Withdrawn) In a reward scheme in which users accumulate points in respective user accounts stored on a database, which points are redeemable for rewards, the database including for each user a password and identifying code, a method comprising:

a) receiving a password and identifying code from a user, the identifying code representing the network address of a mobile terminal associated with the user;

b) determining from the database whether the password and identifying code match an account record for the user;

c) receiving personal data from the user; and, if the password and identifying code match the account record for the user:

d) storing the personal data against the account record for the user.

38. (Withdrawn) A method according to claim 37, wherein step (d) includes initiating the issue of a reward to the user.

39. (Withdrawn) A method according to claim 38, wherein the account total of the user is debited by a predetermined amount.

40. (Withdrawn) A method according to claim 37, further including:

e) receiving an indication from the user as to whether a reward is claimed, and if a reward is claimed:

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f)   initiating the issue of the reward to the user and debiting the account total of the user by a predetermined amount.

41.   (Withdrawn) A method according to claim 40, wherein the indication of step (e) indicates which of a plurality of possible rewards is claimed, and the predetermined amount in step (f) is dependent on which of the plurality of possible rewards is claimed.

42.   (Withdrawn) A method of registering user details on a user database, comprising:
a)   receiving a message from a mobile terminal, the message including a unique identifier associated with the mobile terminal and/or the user of the mobile terminal;
b)   entering the unique identifier on the user database;
c)   subsequently receiving the user details together with the unique identifier or a code related thereto; and
d)   entering the user details on the user database so as to be associated with the unique identifier.

43.   (Withdrawn) A method according to claim 42, wherein step (a) is performed over a first, wireless network and step (b) is performed over a second network different from the first network.

44.   (Withdrawn) A method according to claim 42, wherein the message includes a code entered by a user.

45.   (Withdrawn) In a competition scheme in which users enter a competition and at least one winner is selected from the entered users, a method comprising:
a)   receiving a competition entry code from a mobile terminal together with a unique identifier;
b)   verifying the competition entry code; and
c)   storing the unique identifier on a database of competition entrants.

46.   (Withdrawn) A method according to claim 45, wherein the unique identifier is an address of the mobile terminal on a wireless network.

47.   (Withdrawn) A method according to claim 45, further including the step of transmitting a message to the mobile terminal confirming entry to the competition.

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48.   (Withdrawn) A method according to claim 46, further including:

d)   selecting an entry from the database of competition entrants; and

e)   transmitting a password to the address of the selected competition entrant.

49.   (Withdrawn) A method according to claim 48, further including:

f)   receiving said password;

g)   receiving personal data of the selected competition entrant; and

h)   issuing a prize to the selected competition entrant.

50.   (Withdrawn) In a competition scheme in which users enter a competition and at least one winner is selected from the entered users, a method comprising:

a)   receiving a competition entry code from a mobile terminal together with an address of the mobile terminal on the wireless network;

b)   verifying the competition entry code;

c)   storing the unique identifier on a database of competition entrants;

d)   selecting an entry from the database of competition entrants;

e)   transmitting a password to the address of the selected competition entrant;

f)   receiving said password;

g)   receiving personal data of the selected competition entrant; and

h)   issuing a prize to the selected competition entrant.

51.   (Withdrawn) A computer program arranged to perform a method according to any one of claims 28 to 50 when executed by suitably arranged hardware.

52.   (Withdrawn) A carrier carrying a computer program according to claim 51.

53.   (Withdrawn) A carrier carrying a data structure consisting of a database of user reward points comprising user records, each user record recording a reward point total for that user and being indexed according to a mobile terminal address for that user.

54.   (Withdrawn) A carrier carrying a data structure consisting of a database of competition entrants indexed according to a mobile terminal address for each entrant.

55.   (Withdrawn) A reward system, comprising:

a)   a plurality of mobile terminals;

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b)   a plurality of vouchers bearing respective unique voucher codes;

c)   a user account database storing user account records for a plurality of users, the user account records including a total value for each user account;

d)   a host server for receiving said voucher codes transmitted by said mobile terminals, identifying for each received voucher code the identity of the mobile terminal and/or user which transmitted the voucher code, and adding to the respective user account record a voucher value corresponding to the received voucher code; and

e)   a facility for issuing rewards to the users when their respective total values meet a predetermined criterion.

56.   (Withdrawn) A competition system, comprising:

a)   a plurality of mobile terminals;

b)   a broadcast competition code;

c)   an entrant database storing records of competition entrants;

d)   a host server for receiving said competition code transmitted by said mobile terminals, identifying the mobile terminal and/or user which transmitted the competition code, and adding to the entrant database an identifying code corresponding to that mobile terminal and/or user; and

e)   a facility for issuing a prize to one or more selected competition entrant.